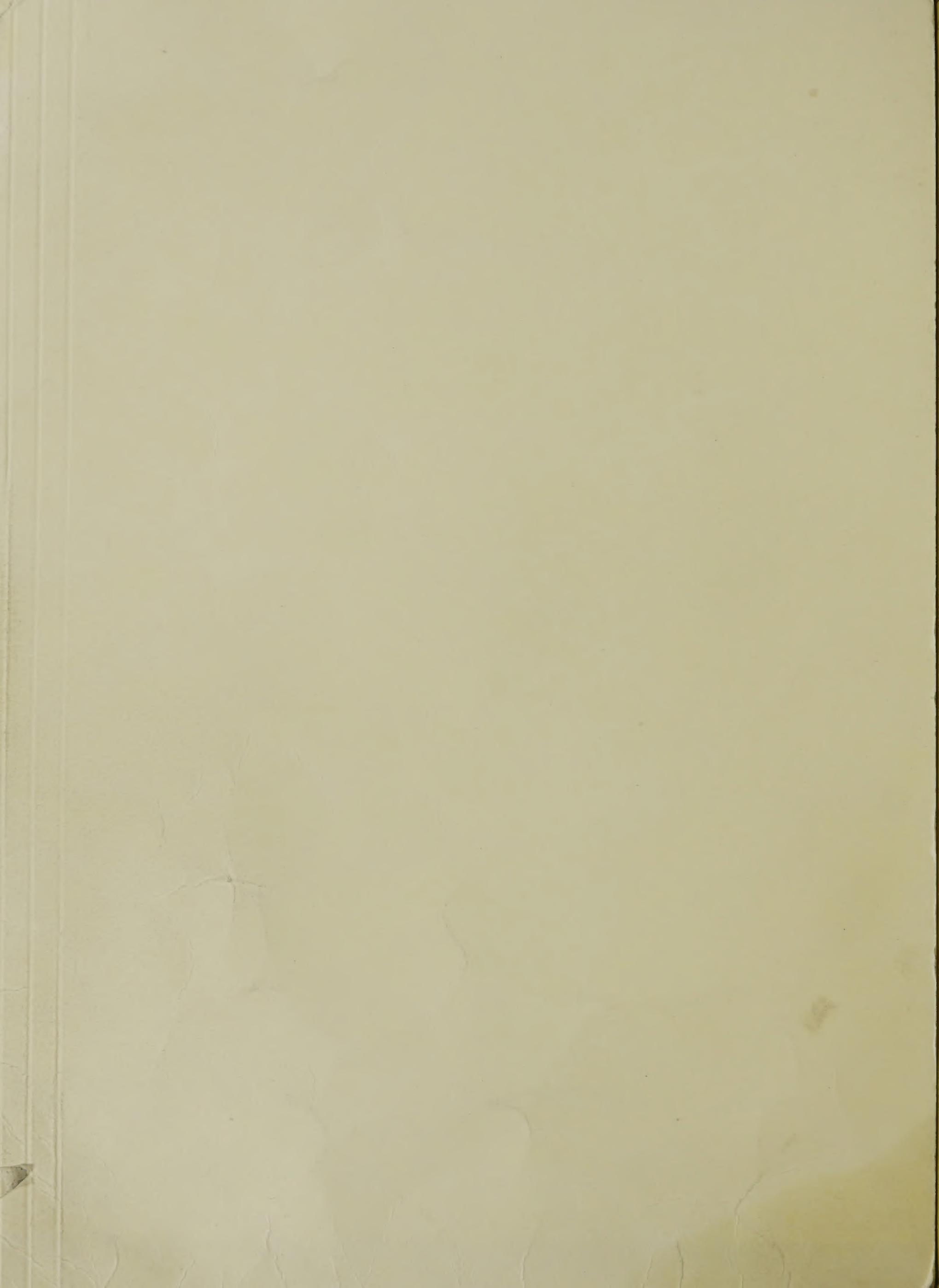


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AMERICAN BULB COMPANY

CHICAGO · NEW YORK

"Petunias for Profit"

SEASON 1940-1941

LIBRARY
MONROVIA
★ OCT 30 1940 ★
U. S. Department of Agriculture.



All-Double Flowering Fringed Petunia "World Beauty" (Original Strain)
(Named and Introduced by the American Bulb Company)

500 Seeds.....\$1.25	1,000 Seeds.....\$2.00	3,000 Seeds.....\$5.00
1/64 oz.....\$6.50	1/32 oz.....\$12.50	1/16 oz.....\$22.50

A. B. C. ALL-DOUBLE DE LUXE PETUNIAS
(VICTORIOUS STRAIN)

Every retail grower or pot plant producer can profitably sell pot plants of All-Double Petunias during spring and early summer if seed is sown early and grown cool, near the glass. The exceptional variety,

"World Beauty," is particularly recommended for this purpose. (See full-color illustration above.) Also provides desirable cut flowers if placed in water for four hours after cutting.

(SEE INSIDE PAGES FOR CONTINUED LIST OF ALL-DOUBLE PETUNIAS)

PETUNIA SEEDS and BULBS

Wholesale Price List for Florists Seedsmen and Nurserymen

Send orders from this list to American Bulb Co., 31 West 27th Street, New York, N. Y.



New All-Double (Victorious) Petunia "Blue Brocade"
Very worth-while

Carnation-Flowered. Mixed. Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type. Height 13 inches. Ideal for pots and bedding.

Tr. Pkt. \$1.50

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces

about 60 per cent of large double flowers, the balance beautiful single blooms. $\frac{1}{2}$ Tr. Pkt. 75c Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00

Double Rosy Morn. NOTE! Because of the war situation seed supply of this variety is problematical. This beautiful, small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant.

Tr. Pkt. \$1.00 ... 1/64 oz. \$1.75 1/32 oz. \$3.00

"Petunias for Profit"

Of all the varieties of cultivated flowers, Petunia is probably the most popular and universally satisfactory with both the professional and the amateur gardener. Extremely important to the trade, and which gives us more than the ordinary amount of pleasure, is the fact of our ability to introduce each year new creations of merit and which have proven by careful test, of real value to the florist grower. The following suggests a few of the most important A. B. C. Petunia specialties:

All-Double "World Beauty."

All-Double "Loveliness."

All-Double "Blue Brocade."

All-Double "Snowball."

SINGLE-FLOWERED

Improved Elk's Pride.

Snowstorm.

Salmon Rose
Genl. Washington
Maculata.
Admiral.
First Lady.
Betsy Ross.

SINGLE-FLOWERED (Continued)

"Private Stock Mixed."
(Eriksson Strain)
Bountiful Strain in Variety.
First Lady.
Glow.
Theodosia Re-selected.
Radiance.

Violet Gem.
Improved Celestial.
Santa Barbara.
Blue Ball.
Martha Washington.
Lady Bird.

NOTE! SOW "ALL-DOUBLE" PETUNIA SEED IN OCTOBER-NOVEMBER FOR MOTHER'S DAY BLOOMING

"Petunias for Profit"



New Miniature Ruffled Petunia "Betsy Ross" (Nana Compacta)
Tr. Pkt.....75c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

"BOUNTIFUL STRAIN" PORTLAND PETUNIAS

Single, Large-Flowered (Fringed and Ruffled) Originator Strains—Seed from Hand-Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of revertants to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.

Elk's Pride, Improved. Royal purple.

Lilac Beauty. Soft lilac.

Pride of Portland. Deep rose.

Ruffled Heliotrope. Soft heliotrope.

Scarlet Beauty. Bright scarlet.

White Beauty.

Mixed Colors.

Price, each of above—Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

6 Tr. Pkts.....\$4.50

A. B. C. IMPROVED "SNOWSTORM" Pure White Dwarf Ruffled Grandiflora Petunia

An A. B. C. Introduction — Unquestionably the Best White Petunia

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias. Tr. Pkt. (1,000 seeds).....75c
1/64 oz.....\$1.25 1/32 oz.....\$2.00

PETUNIAS (Continued)

Ruffled Grandifloras

Generally more robust than the fringed and larger flowered—excellent for bedding and pot plants.

Balcony Queen. Velvety purple, with occasional white markings. Tr. Pkt.....50c
1/64 oz.....90c 1/32 oz.....\$1.60

Brilliant Rose. Deep bright rose pink. Very effective. Tr. Pkt.....50c 1/64 oz.....\$1.00

Burgundy. Strong Burgundy or dark wine red. Tr. Pkt.....50c 1/32 oz.....\$1.25

White Queen. An extra large ruffled clear white. Tr. Pkt.....50c 1/64 oz.....\$1.50
1/32 oz.....\$2.00 1/16 oz.....\$3.75

Elk's Pride, Dwarf. Same color, size and wavy flowers of original Elk's Pride. Tr. Pkt.....50c
1/64 oz.....\$1.00 1/32 oz.....\$1.75

Blue Beauty. (Blaue Schonheit.) New. A rich velvety blue. Tr. Pkts.....50c 1/64 oz.....\$1.25

Dwarf Carmine Glory. Attractive carmine color. Tr. Pkt.....50c 1/64 oz.....\$1.00 1/32 oz.....\$1.75

Dwarf Pink Glory. Large flowered bright carmine-rose. Tr. Pkt.....50c 1/32 oz.....\$1.65

A. B. C. IMPROVED "ELK'S PRIDE"

The DeLuxe of Purple Petunias

The most outstanding of all purple Petunias for pots, boxes, bedding, etc., "A. B. C. Improved Elk's Pride" is of upright growth and unusually free flowering. The color is a brilliant royal purple, with flowers of good size. This valuable strain (Bountiful Strain) is produced under glass and hand-pollinated and consequently comes quite true from seed. We have supplied "Elk's Pride" to the trade for the past ten years, and our growers invariably repeat their purchases of this excellent variety from year to year.

Tr. Pkt.....\$1.00
3 Tr. Pkts.....\$2.50 6 Tr. Pkts.....\$4.50

Giant Steel Blue. Light bluish white, dark veins.

Tr. Pkt.....50c 1/32 oz.....\$1.25

Queen of the Market. Deep carmine-scarlet. Provides an attractive pot plant.

Tr. Pkt.....50c
1/64 oz.....\$1.25 1/32 oz.....\$2.15

Silver Seam (Purple Robe). Large flowered purple with light or silver seam around edge of petals. Recommended for pot plants. Does not thrive as a bedding plant under unfavorable conditions.

Tr. Pkt.....50c 1/64 oz.....\$1.25

White Cloud. All-purpose dwarf white. Tr. Pkt.....50c 1/64 oz.....\$1.00 1/32 oz.....\$1.60
1/16 oz.....\$2.75 1/8 oz.....\$4.75



Type of Petunia,
"A. B. C.
Private Stock"

"Eriksson Strain" Dwarf Large Flowering Mixed

A. B. C. SINGLE LARGE-FLOWERING PETUNIAS

"A. B. C. PRIVATE STOCK"

Originator's (Eriksson's) Seed Supplied Exclusively by A. B. C.

**Single Large-Flowering Dwarf Fringed and
Ruffled Mixed — The Single Petunia De Luxe**

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of Primula Malacoides Eriksonii), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. This strain is as profitable as it is beautiful. Tr. Pkt. (1,000 seeds).....\$1.25
1/32 oz.....\$4.00 1/16 oz.....\$8.00
1/8 oz.....\$15.00 1/4 oz.....\$28.00

SPECIAL NOTE. Our "Eriksson Strain" is supplied by the originator, Mr. Ernst Eriksson, of Riverside, Illinois. Other so-called "Eriksson's Strains" may be of questionable quality.

We have arranged with Mr. Eriksson to supply above named mixture in both light and dark shades, separately as well as an "all color" mixture. When ordering, please indicate which is wanted, viz., light shades mixed, dark shades mixed, all color mixture, all priced as above.

"A. B. C. SNOWSTORM" HAS PROVED TO BE SUPERIOR IN THE WHITE PETUNIA FAMILY

PETUNIAS (Continued)

Large Flowering Single Fringed

(*Hybrida Grandiflora Fimbriata*)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. Of dwarf or medium strong growth and free flowering, desirable for pot plants or "flat production."

Apple Blossom. Light shell pink. Recommended for pot plants only. Tr. Pkt.....50c 1/64 oz.....\$1.25

Aurora. Light rose veined purple rose.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Coerulea. Large light blue, heavily veined deep blue, beautifully fringed, fairly dwarf habit.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Columbia. Attractive combination of irregularly marked rose, pink and white. Upright growth. 16 inches high.

Tr. Pkt.....50c 1/64 oz.....\$1.50

Dainty Lady. Dark cream color. Desirable as a pot plant, not however, recommended for bedding.

Tr. Pkt.....50c 1/64 oz.....\$1.75

Golden Jubilee (New). Carmine-rose-gold throat.

Tr. Pkt. (Originator's seed).....75c 1/64 oz.....\$1.50

Maculata. Large rose and white.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Miranda. Deep carmine-scarlet, dark veined throat.

Tr. Pkt.....50c 1/64 oz.....\$1.25

Pink Triumph. Clear rose-pink.

Tr. Pkt.....50c 1/32 oz.....\$1.25

Pride of Portland. (Original "Bountiful" strain from the originator.) Hand pollinated seed. Beautiful deep rose. Excellent for pots or bedding.

Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50

You will do well we believe to include this in your list.

Rapture. Pleasing rose-pink, shaded carmine toward center with gold throat.

Tr. Pkt.....50c 1/64 oz.....\$1.00

Romany Lass. Fringed crimson-rose.

Tr. Pkt.....50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

Royal Purple. (Marine). Rich deep velvety purple.

Tr. Pkt.....50c 1/64 oz.....\$1.40 1/32 oz.....\$2.50

THEODOSIA (Re-Selected)

Hand pollinated seed and produced under glass. Beautiful rose-pink with gold throat. One of the choicest Petunias available, either for pot plants or bedding.

Tr. Pkt.....50c. 1/64 oz.....\$1.00 1/32 oz.....\$1.75
1/16 oz.....\$3.25 1/8 oz.....\$6.00

White Beauty. Fringed clear white.

Tr. Pkt.....50c 1/64 oz.....75c 1/32 oz.....\$1.25

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium dwarf fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats and for bedding. Tr. Pkt.....50c
1/32 oz.....\$1.00 1/16 oz.....\$1.75
1/8 oz.....\$2.75 1/4 oz.....\$5.00

Fluffy Ruffles Mixture. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt.....50c
1/32 oz.....\$1.25 1/8 oz.....\$3.75

"BEL-AIR"

A. B. C. Strain

Ruffled Grandiflora Dwarf Mixed is a remarkable blend of striking colors ranging from white to pink through rose to red to include many gay color combinations of pink and white with gold throats and red and white with dark throats. Highly recommended for pot culture and bedding.

Tr. Pkt.....75c 1/32 oz.....\$2.00 1/16 oz.....\$3.75
1/8 oz.....\$7.00 1/4 oz.....\$12.00

"Petunias for Profit"

RUFFLED CALIFORNIA GIANTS

With Large Veined Throats

Of fairly dwarf habit with same open throat and giant size flowers found in the Giant Mixtures.

Camilla. Pink, red veined, dark throat.

Tr. Pkt... 75c 1/64 oz... \$2.00 1/32 oz... \$3.50

Copper Red, Dark. Attractive copper-crimson.

Tr. Pkt... 75c 1/64 oz... \$1.25 1/32 oz... \$2.25

Copper Red, Light. Rich old rose.

Tr. Pkt... 75c 1/64 oz... \$1.25 1/32 oz... \$2.25

Floretta. Steel blue, veined black, dwarf.

Tr. Pkt.. \$1.00 1/64 oz... \$2.50 1/32 oz... \$4.00

German Empress. Bluish white with dark throat.

Tr. Pkt..... 50c 1/64 oz..... \$1.25

Harlequin. Coppery scarlet.

Tr. Pkt.. \$1.00 1/64 oz... \$2.50 1/32 oz... \$4.00

King Alphonso. Dark crimson, black throat, frilled.

Tr. Pkt... 50c 1/64 oz... \$1.25 1/32 oz... \$2.50

Prince of Wuertemberg. Deep rose with dark throat.

Tr. Pkt... 50c 1/64 oz... \$1.15 1/32 oz... \$2.20

Princess of Wuertemberg. Rose-pink with veined dark throat.

Tr. Pkt... 50c 1/64 oz... \$1.25 1/32 oz... \$2.25

Rheingold. Large clear white with yellow throat.

Tr. Pkt... 50c 1/64 oz... \$1.15 1/32 oz... \$2.20

Robin Hood. Dark or deep rose with darker throat.

Tr. Pkt..... 75c 1/64 oz..... \$1.50

Salmon Beauty. A most attractive bright salmon-pink.

Tr. Pkt... 75c 1/64 oz... \$1.50 1/32 oz... \$2.50

Silvery Rose. Light silvery rose-pink.

Tr. Pkt... 75c 1/64 oz... \$1.50 1/32 oz... \$2.50

Single Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-inch or 4-inch pots. Very choice for bedding under favorable conditions.

A. B. C. Dwarf Giants. A selected dwarf giant strain.

1/2 Tr. Pkt... 60c Tr. Pkt... \$1.00 1/64 oz... \$2.00

1/32 oz..... \$3.75 1/16 oz..... \$6.75

Ramona Strain. Dwarf Giants. A most desirable strain of Giant Petunias.

1/2 Tr. Pkt..... 60c Tr. Pkt..... \$1.00 1/64 oz... \$1.75

1/32 oz..... \$2.75 1/16 oz..... \$5.00

Giants of California. Medium dwarf. Somewhat taller and stronger than the above.

Tr. Pkt..... 75c 1/64 oz..... \$1.50

1/32 oz..... \$2.50 1/16 oz..... \$4.50

Giants of California. Tall, choice colors.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.50

1/32 oz..... \$2.50 1/16 oz..... \$4.50

A. B. C. "PRIVATE STOCK" (ERIKSSON STRAIN) PETUNIA - A WORTH-WHILE MONEY-MAKER FOR THE GROWER



New Petunia (Nana Compacta)

"FIRST LADY"

Tr. Pkt..... 50c ... 1/32 oz..... \$2.50 1/16 oz..... \$3.50 1/8 oz..... \$6.00

(See page 8 for description)

THE BALCONIES

Strong spreading growth and fairly large flowers make the Balconies excellent for bedding and porch and window box use, except where compact growth is required.

Maculata (New). Large flowering semi-ruffled, its colorings are delicately toned from a pure white base to spots of deep rose-red on the outer fringe of each flower with an open golden throat with exquisite vein markings spreading outwards to the edge of each flower, where they are suffused with gaudy rose-red stripes. Tr. Pkt.... 50c 1/64 oz.... 75c 1/8 oz.... \$2.00

Black Prince. Rich velvety crimson-red. Tr. Pkt..... 35c 1/16 oz.... 60c 1/8 oz.... \$1.00

Carmine King. Rich coppery rose. Tr. Pkt..... 35c 1/16 oz.... \$1.25

Venosa. Rich old rose, lilac shading. Rather dwarf.

Tr. Pkt..... 25c 1/4 oz..... \$1.00 1 oz..... \$3.50

Blue Star. Starred white on dark blue. Quite true.

Tr. Pkt..... 25c 1/4 oz..... 90c 1 oz..... \$3.15

Royal Purple. Bright royal purple shade.

Tr. Pkt..... 25c 1/8 oz..... 85c 1/4 oz..... \$1.50 1 oz..... \$4.50

Blue. Tr. Pkt..... 35c 1/8 oz..... 85c 1/4 oz..... \$1.60

Cornflower Blue, mid blue shade. Tr. Pkt..... 35c 1/8 oz..... 80c 1/4 oz..... \$1.50

White. Tr. Pkt..... 25c 1/4 oz..... 85c 1 oz..... \$2.90

Crimson. Tr. Pkt..... 25c 1/4 oz..... 85c 1 oz..... \$2.90

Rose. Tr. Pkt..... 25c 1/4 oz..... 85c 1 oz..... \$2.90

Mixed from above. Tr. Pkt..... 25c 1/4 oz..... 85c 1 oz..... \$2.90

WORTHY OF NOTE!

"The future crop lies hidden in its seed" is a very true old saying.

Best seeds give largest profits; every expert grower is convinced of this. Initial buying cost may be a trifle higher but the biggest item, "cost of production," remains the same in the case of less reliable seed but final results are generally far outstanding in favor of the best class of seed.

The "REGULAR" or TALL HYBRID PETUNIAS

Regular tall Hybrids make a rather heavy rambling growth, although not as much so as the typical balconies; some, as noted, are larger flowered than the dwarf Hybrids. Because of their extra vigor, this class is valuable for bedding under trying conditions.

Blue Bee.	Bright violet-blue. Tr. Pkt.....	35c
1/4 oz.....	75c	Oz.....\$2.50
Carmen Sylva.	Violet with white throat. Tr. Pkt.....	25c
1/4 oz.....	50c	Oz.....\$1.75
Countess of Ellsmere.	Bright rose, white throat. Tr. Pkt.....	15c
1/4 oz.....	25c	Oz.....75c
Flaming Velvet.	Rich velvety red. Highly attractive color. Tr. Pkt.....	35c
1/4 oz.....	90c	Oz.....\$3.00
General Dodds.	Strong rose-red. Tr. Pkt.....	25c
1/4 oz.....	40c	Oz.....\$1.50
Hollywood Star.	Attractive with amber throat and of distinctive star formation, but with rather rambling growth. (All America Silver Medal Winner.) Tr. Pkt....	50c
1/8 oz....	\$1.00	1/4 oz....\$1.75

Howard's Star Improved. Tall velvety crimson, white star. Tr. Pkt.....

35c
1/4 oz.....90c Oz.....\$3.00

Inimitable. Carmine-rose striped white. Small but free flowering. Tr. Pkt.....

25c
1/4 oz.....40c Oz.....\$1.50

Lord Courtenay. Fairly deep rose, golden throat. Tr. Pkt.....

30c 1/4 oz.....50c Oz.....\$1.85

Topaz Rose. (New.) Deep brilliant rose, golden throat. Tr. Pkt.....

35c
1/4 oz.....\$1.00 Oz.....\$3.75

White. Best clear white in this class. Tr. Pkt.....

25c 1/4 oz.....50c 1 oz.....\$1.50

Exquisite Mixture. A formula mixture, made up of all the above varieties. Tr. Pkt.....

25c
1/4 oz.....60c Oz.....\$2.00

(Unsolicited Testimonial)

Richwood, Ohio, June 10, 1940.

American Bulb Co.

Dear Sirs:

From a Thanksgiving sowing of your "World Beauty" Petunia we sold 560 4-inch pot plants of this beautiful Petunia. They sold at sight for Mother's Day. It's surely a great Petunia. Thanks.

Yours truly,

(Signed) John P. Livingston and Sons,
Per John P. Livingston.

(See Front Cover)



A. B. C. Improved "Elk's Pride"
"The Purple Petunia Par Excellence"

DWARF ERFURT

Large Flowering, Single Fringe, of Compact Growth. Choice for bedding and pot plants

Setting Sun. Brilliant rose. Tr. Pkt.....

50c
1/64 oz.....\$1.50 1/32 oz.....\$2.50

Colorado Sunset. Fringed bright rose-pink. A shade lighter than setting sun. Tr. Pkt.....

50c
1/64 oz.....\$1.50 1/32 oz.....\$2.50

Gaiety. Irregularly marked rose pink and white.

Tr. Pkt.....

50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

Gottfried Michaelis. Rich amaranth-red.

Tr. Pkt.....

50c 1/64 oz.....\$1.30

Pepita. Carmine and white. Tr. Pkt...50c 1/64 oz....\$1.25

Lace Veil. Fringed clear white. Excellent for pot plants. Tr. Pkt.....

50c 1/64 oz.....\$1.50 1/32 oz.....\$2.50

Dwarf Erfurt Mixture. Our own mixture of all the above.

Tr. Pkt.....

50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

"IMPROVED SNOWSTORM"

The Ideal White Petunia

(Unsolicited Testimonial)

Seattle, Washington

American Bulb Company,
Chicago, Illinois

Dear Sirs:

"Snowstorm" is the best white Petunia we've seen. From one trade packet we got about 350 plants and had them in 4-inch pots. Sold all at 35 cents each. Will surely be back for a lot of Petunia seed this fall.

Yours truly,
SAXE FLORAL COMPANY,
J. N. Saxe, Prop.



Large-Flowered Petunia

A. B. C. "IMPROVED ELK'S PRIDE" IS THE IDEAL PURPLE PETUNIA

"Petunias for Profit"

PETUNIAS (Continued)

DIENER'S ORIGINAL STRAINS

No. 2. Ruffled Monster. Flesh-pink. Tr. Pkt..... 50c

No. 5. Ruffled Monster. Dark veined red.

Tr. Pkt.... 50c ... 1/64 oz.... \$2.50 1/32 oz.... \$4.00
1/16 oz..... \$8.00 1/8 oz..... \$15.00

No. 8. Ruffled Monster. Mixed. Tr. Pkt..... 50c

1/64 oz..... \$2.00 1/32 oz..... \$3.50
1/16 oz..... \$7.25 1/8 oz..... \$14.00

No. 9. Pearl of Kentfield. Flesh-pink frilled.
Tr. Pkt. 50c

No. 11. Diener's Semi-Dwarf. Blue. Tr. Pkt..... 25c
1/32 oz.... \$2.50 1/16 oz.... \$5.00 1/8 oz.... \$9.50

No. 14. Pink Glory. Rose-pink. Tr. Pkt..... 25c
1/32 oz.... \$2.50 1/16 oz.... \$5.00 1/8 oz.... \$9.50

No. 16. White Beauty. Heavily fringed. Tr. Pkt... 25c

No. 22. Rose Color. An improved Rosy Morn.
Tr. Pkt..... 25c 1/32 oz..... \$2.50
1/16 oz..... \$5.00 1/8 oz..... \$9.50

No. 38. Double Ruffled Monster. Mixed.
Tr. Pkt..... \$1.00 1/64 oz..... \$5.00
1/32 oz... \$10.00 1/16 oz... \$20.00 1/8 oz... \$35.00

No. 41. Copper Red. A coppery red shade.
Tr. Pkt..... 50c 1/64 oz..... \$2.50
1/32 oz... \$4.00 1/16 oz... \$8.00 1/8 oz... \$15.00

No. 42. Double Frilled. Mixed.
Tr. Pkt..... \$1.00 1/64 oz..... \$5.00
1/32 oz... \$10.00 1/16 oz... \$20.00 1/8 oz... \$35.00

No. 47. Ruffled Monster Jumbo. Mixed.
Tr. Pkt..... \$1.00 3 Pkts..... \$2.50

Santa Barbara. Clean flame rose of the ruffled grandiflora type and of dwarf growth, free blooming and exceptional for pots and bedding.

Tr. Pkt.... 50c 1/64 oz.... \$2.50 1/32 oz.... \$4.00
1/16 oz..... \$8.00 1/8 oz..... \$15.00



Petunia Nana Compacta "Glow"

Tr. Pkt.... 75c 1/32 oz.... \$2.50 1/16 oz.... \$4.50 1/8 oz.... \$8.00

PETUNIAS DWARF HYBRIDS (*Nana Compacta*)

Most Widely Used Class for Bedding, Combination Boxes and for Attractive Small Pot Plants

DWARF HYBRIDS (*Nana Compacta*)

Admiral. Considered the choicest of all the dwarf blue bedding Petunias. Flowers ruffled at the edges and can be classed as medium size grandifloras. Exceptional for bedding or pots. (Originator's strain.)

Tr. Pkt..... 75c 1/32 oz..... \$1.75
1/16 oz..... \$3.25 1/8 oz..... \$6.00

Alderman. Clear deep violet-blue. Tr. Pkt..... 25c
1/4 oz..... 60c 1 oz..... \$2.00

"BETSY ROSS"

The New Miniature Ruffled Petunia

This color combination of red and white blooms with golden and dark red throats gives the individual plant, as well as a row of plants, a decidedly gay effect, particularly since the plants are so uniform and compact and so completely covered with ruffled blooms. In addition to being unsurpassed for bedding purposes, this new Petunia, due to its fine habit and free-flowering quality, is sure to become very popular as a pot plant.

Tr. Pkt..... 75c 1/64 oz..... \$1.25 1/32 oz..... \$2.00

Blue Ball. Beautiful velvety violet-blue color, dwarf and early flowering. Usually 100% true in color and habit, particularly desired by growers of Petunias in flats.

Tr. Pkt..... 35c 1/8 oz..... 75c
1/4 oz..... \$1.35 1 oz..... \$4.35

Blue Bedder. (Sutton's). Fairly deep blue shaded violet, medium dwarf. Tr. Pkt..... 25c 1/4 oz..... 60c 1 oz..... \$2.00

Blue Bird. Deep velvety blue.

Tr. Pkt..... 35c 1/4 oz..... 75c 1 oz..... \$2.50

Celestial Rose. One of the most popular deep rose varieties for bedding. Tr. Pkt..... 35c 1/8 oz..... 75c
1/4 oz..... \$1.25 1 oz..... \$4.00 2 ozs..... \$7.00

Celestial Rose Improved. "A. B. C. Private Stock." A particularly choice selection by the European originator of this valuable variety and much superior to the regular strain. Highly recommended. Special Note! Since the supply of this superior strain is comparatively limited this year, early purchase is suggested. A. B. C. Tr. Pkt..... 50c
1/8 oz..... \$1.50 1/4 oz..... \$2.75 1 oz..... \$10.00

ALL-DOUBLE PETUNIA "WORLD BEAUTY" - EXCEPTIONAL AS A POT PLANT FOR MOTHER'S DAY

PETUNIAS

NANA COMPACTA VARIETIES (Continued)

Cockatoo. Violet blue, irregularly marked and starred white.			
Tr. Pkt.....	35c 1/8 oz.....	75c 1/4 oz.....	\$1.25
Cream Star. (All American Silver Medal Winner.) Soft, creamy white. Flowers bluntly star shaped.	Tr. Pkt.....	50c	
Dwarf General Dodds. Strong crimson-red.	Tr. Pkt.....	35c	
1/4 oz.....	90c 1 oz.....	\$3.00	
Elf. Light or blush-pink.	Tr. Pkt.....	50c 1/16 oz.....	\$1.00
First Lady. (Originator's strain.) See colored illustration on page 5. A worthwhile companion to that exceptional variety "Glow." Color a beautiful soft light pink and extremely free flowering.			
Tr. Pkt.....	50c 1/32 oz.....	\$2.00	
1/16 oz.....	\$3.50 1/8 oz.....	\$6.00	
Glow. (See colored illustration on page 7.) Striking carmine-rose and of a much stronger color than Celestial and unquestionably the "highlight" in dwarf rose colored Petunias. This grand variety should make money for you. (Winner of silver medal All-American Trials, 1938.)			
Tr. Pkt.....	75c 1/32 oz.....	\$2.50	
1/8 oz.....	\$8.00 1/4 oz.....	\$15.00	
1/16 oz.....	1 oz.....	\$50.00	
Heavenly Blue. Medium to light silvery blue.			
Tr. Pkt.....	50c 1/8 oz.....	85c	
1/4 oz.....	\$1.50 1 oz.....	\$4.50	
Howard's Star Dwarf. Deep velvety crimson with white star.			
Tr. Pkts. only.....	35c		
King Henry. (New.) Rich velvety red; uniformly extra dwarf and large flowered.	Tr. Pkt.....	50c 1/32 oz.....	\$1.25
1/16 oz.....	\$2.25 1/8 oz.....	\$4.00	
Ladybird. Bright carmine, overlaid scarlet.	Tr. Pkt.....	75c	
Little Blue Star. Dark violet-blue with white star.	Tr. Pkt.....	35c	
Martha Washington. Nicely ruffled; light pink with dark veined throat; extra compact. Award of Merit, All-America Selections. Highly commended, Royal Horticultural Society.			
Tr. Pkt.....	50c 1/32 oz.....	90c	
Norma. Violet-blue with white star.	Tr. Pkt.....	25c	
1/4 oz.....	45c 1 oz.....	\$1.50	
Rose of Heaven. Standard rose-pink for bedding.	Tr. Pkt.....	25c	
1/4 oz.....	50c 1 oz.....	\$1.75	
Rose Queen Improved. Deep rose.	Tr. Pkt.....	50c 1/8 oz.....	90c
1/4 oz.....	\$1.50 1 oz.....	\$4.75	
Rosy Morn. Fairly deep rose with light throat.	Tr. Pkt.....	35c	
1/4 oz.....	75c 1 oz.....	\$2.50	
Rosy Morn Improved. Deep, strong rose; white center.			
Tr. Pkt.....	35c 1/4 oz.....	\$1.50	
1/16 oz.....	1 oz.....	\$4.75	
Royal Gem. Extra dwarf burgundy. Crimson with light throat. Small but correspondingly free flowering. Choice for bedding.			
Tr. Pkt.....	50c 1/16 oz.....	\$1.00	
Salmon Supreme. Dwarf light salmon-rose. Very pleasing color.			
Tr. Pkt.....	50c 1/32 oz.....	\$1.00	
1/16 oz.....	1 oz.....	\$1.85	
Scarlet Glory. Height 10 inches. Large flowering, free blooming, compact growth.	Tr. Pkt.....	\$1.00	
3 Pkts. for.....	\$2.50		
Senator. Violet-blue with white throat.	Tr. Pkt.....	35c	
1/4 oz.....	75c 1 oz.....	\$2.50	
Snow Bedder. (New.) Extra compact free-flowering white.			
Tr. Pkt.....	50c 1/4 oz.....	\$1.50	
1/16 oz.....	1 oz.....	\$5.00	

Excerpt from the Florists' Exchange

"Mr. Matteson, manager of the well-known George Souster Co., of Elgin, Ill., has perhaps the finest display of "Eriksson's Private Stock" Petunias to be seen around Chicago. Some of the flowers are fully 4 inches across. These Petunias are certainly a credit to the originator, Mr. Eriksson, of Riverside, Illinois. Mr. Matteson is considered the dean of bedding plant growers in the western suburbs."

Type of Petunia "A. B. C. Private Stock"
(Eriksson's Strain) Mixed

(See page 4)

NANA COMPACTA VARIETIES (Continued)

Snow Queen. Dwarf, pure white.	Tr. Pkt.....	25c	
1/4 oz.....	40c 1 oz.....	\$1.50	
"Snow White." (New.) Its compact floriferous habit admirably suits border and pot plant requirements. We confidently recommend "Snow White" for all who demand a good white dwarf Petunia.	Tr. Pkt.....	35c	
1/8 oz.....	90c 1/4 oz.....	\$1.50	
1/16 oz.....	1 oz.....	\$5.00	
Sunrise. Compact deep rose. Spreading habit. Flowers slightly fringed.	Tr. Pkt.....	75c 1/16 oz.....	\$1.50
Twinkles. Small flowered, bright rose, starred white.	Tr. Pkt.....	25c	
1/4 oz.....	60c 1 oz.....	\$2.00	
Velvet Ball. (New.) Large-flowered velvety crimson. Quite dwarf.	Tr. Pkt.....	75c 1/32 oz.....	\$1.35
1/16 oz.....	1 oz.....	\$2.50	
Violacea. Fairly dwarf rich violet-blue.	Tr. Pkt.....	25c 1/4 oz.....	50c
1/16 oz.....	1 oz.....	\$1.75	

"VIOLET BLUE"

The grand color of this new Petunia, which is a rich violet with a bright blue cast, justifies its being classed as the most important addition yet to be developed in the Nana Compacta group. The plants are near perfect in their uniform, symmetrical and compact habit. A decidedly neat plant that will hold its fine habit throughout the season.

Tr. Pkt..... 35c 1/32 oz..... 75c 1/8 oz..... \$1.25 1/4 oz..... \$2.00

White Perfection. Exceptionally fine dwarf, pure white. Compact, quite true.

Tr. Pkt..... 50c 1/4 oz..... \$1.25 1 oz..... \$4.25

Dwarf Hybrids. (Nana Compacta.) Special formula mixture from above named varieties.

Tr. Pkt..... 25c 1/4 oz..... 50c 1 oz..... \$1.75

Miniature Nana Compacta. This group comprises neat, compact plants about 6 inches high and 8 inches high. Fully covered with a mass of 2-inch flowers.

Brilliant Rose Gem. Deep rose-pink flowers.

Tr. Pkt..... 35c 1/8 oz..... \$1.00

Pink Gem. Light rose-pink. Same dwarf compact growth as above.

Tr. Pkt..... 35c 1/4 oz..... 75c 1 oz..... \$2.75

MISCELLANEOUS BULBS

FANCY LEAVED CALADIUMS

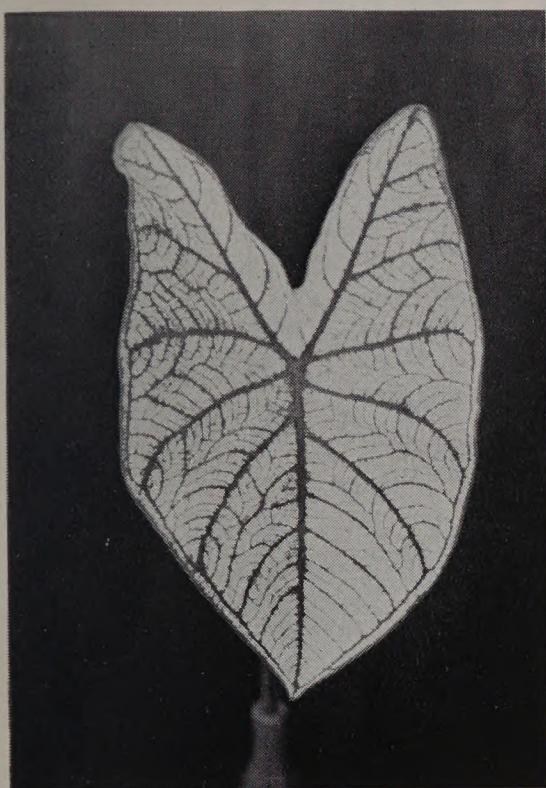
"True Brazilian Type"

Ready in January

These exotic tropical foliage plants, with gorgeous coloring, provide a brilliant subject unexcelled for many uses. Taking little care, they are ideal for the home, hotel, store or office. Use them for pot plants, window boxes, plant arrangements and wall brackets . . . and don't overlook recommending them for summer use outdoors, around pools and bog gardens or in those shady nooks where color is at such a premium.

Prices of Fancy Leaved CALADIUMS

	100	1,000
Separate Named Varieties.....	\$13.50	\$125.00
Named Varieties, Mixed.....	11.00	100.00



Fancy Leaved Caladium

SPIRAEA (Astilbe)

Doz.	100
Pink Varieties	\$3.50

PLEASE NOTE

It is important that roots be FROZEN before planting. Grow 90 days for Easter flowering; 75 days for Mothers' Day flowering.

	Texas Grown
12½ ctms. (1,250 to case).....	100 1,000
13 ctms. (1,250 to case).....	\$2.00 \$14.00
14 ctms. (1,000 to case).....	2.50 19.50
15 ctms. (900 to case).....	2.90 23.50
	3.30 28.00

"GLORY OF THE SUN"

Leucocoryne Ixiodes Odorata

The dainty flower that supplies the hard-to-achieve touch of heavenly blue! Leucocoryne sells. Once your customers see it they are delighted and want it again and again. It is fragrant, long-lasting, ideal for corsage work, head-dresses, table decorations, floral arrangements. Wiry 18-inch stems. Flowers with petal spread of two to three inches, in clusters. Culture the same as for Freesias, namely a Carnation temperature seems to suit them nicely.

	100	1,000
First Size Blooming Bulbs.....	\$5.00	\$45.00
Second Size Blooming Bulbs.....	4.50	40.00

AMARYLLIS—Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	100	1,000
2 to 2½ inch.....	\$ 9.50	\$ 85.00
2½ to 2¾ inch.....	11.00	100.00
2¾ to 3 inch.....	13.50	125.00
3 to 3¼ inch.....	17.50	
3½ to 4 inch.....	21.00	
	32.00	

CALLAS

CALLA AETHIOPICA (White Calla)

Cured in the growing field and fully dried before shipment, thus insuring bulbs that are in prime condition.

	100	1,000
1½ to 1¾ inches diameter.....	\$ 8.00	\$ 75.00
1¾ to 2 inches diameter.....	13.00	125.00
2 to 2½ inches diameter.....	18.00	175.00

CALLA ELLIOTTIANA (Yellow Calla)

	100	1,000
1¾ to 2 inches diameter.....	\$ 7.00	\$ 60.00
2 to 2½ inches diameter.....	10.00	90.00
2½ to 3 inches diameter.....	14.50	135.00
3 in. and up diameter (Scarce).....	20.00	190.00

BABY CALLA

Dwarf white.
Fine for pots.

100

Top Size.....\$11.00
First Size..... 8.00



Amaryllis, Giant American Hybrid



Picardy

IMPORTANT NOTE

"The Control of Gladiolus Thrips"

Notwithstanding that a grower may start his cultures with perfectly healthy bulbs (corms) thrips may develop in his plantings by invasion of the pest introduced from untreated corms planted in the vicinity, and consequently spraying with "Tartar Emetic" becomes necessary. In this connection we supply, free of charge, copy of circular containing information suggested by the Bureau of Entomology, Washington, D. C., which fully covers the application of above.

A. B. C.

TARTAR EMETIC

1-lb. Packages. Each.....70c
Formula: Per 100 gallons water — 4 lbs. Tartar Emetic, 16 lbs. brown sugar.

GLADIOLUS**ANNUAL PRODUCTION: 20,000,000 BULBS (Approximately)**

We list here the varieties in various colors that we believe will be the most profitable for you to grow. These varieties enjoy an excellent retail acceptance.

The bulbs marked (*) are recommended for forcing. The bulbs we supply for forcing under glass have been especially cultured and are scientifically treated for that purpose.

Send us your requirements, and we shall quote you our most favorable prices. As one of the largest Gladiolus growers in the country, we are in a position to supply you to advantage, in quality, selection and price. (The list below is a partial list—we can supply any worth-while variety in commerce.)

RED AND ROSE VARIETIES

- *Dr. Bennett. Brilliant scarlet.
- Chas. Dickens. Violet-red, dark blotch.
- *Excellence. Early orange-red (a Kunderd First Prize seedling). Choice cut-flower variety.
- *Flaming Sword. Early deep red.
- Helga. Salmon-rose.
- *Mrs. F. Pendleton. Rose-pink.

- Predominator. Pure salmon-scarlet (Kunderd First Prize seedling). Exceptional cut-flower variety.
- Pride of Wanakah. Deep rose, deeper blotch.
- Rose 1910. Early deep rose-pink.
- Red Phipps. Excellent rose-red.
- *Virginia. Scarlet-red.
- Wurtembergia. Scarlet, cream blotch.

PINK VARIETIES

- *Betty Nuthall. Coral-pink.
- Early Bird. Earliest of all salmon-pink.
- Early Rose.
- E. J. Shaylor. Rose-pink.
- *Giant Nymph. Tall pink.
- Highland Laddie. Pink.

- *Los Angeles. Salmon-pink.
- Mrs. Leon Douglas. Giant pink.
- *Mrs. P. W. Sisson. Cameo-pink.
- *Odin. Deep salmon pink.
- *PICARDY. New shrimp pink.
- W. H. Phipps. La France pink.

ORANGE - YELLOW - APRICOT VARIETIES

- *Apricot Glow. Tall clear apricot.
- Golden Dream. Golden yellow.
- Kunderd's Yellow Favorite. Fine yellow.

- *Miss Bloomington. Best yellow for cutting (Kunderd 1st Prize seedling). Good keeper.
- *Orange Queen. Apricot-orange.

WHITE VARIETIES

- *Albatross. Fine white.
- *Chicago White. Early white.
- Helen Wills. White, cream throat.
- Mammoth White. Pure white.

- *Maid of Orleans. Large white. European seedling. First prize winner in numerous shows. Opens well. Outstanding white.
- Star of Bethlehem. Large white.
- White Triumphant. Large white.

LAVENDER AND VIOLET VARIETIES

- *Berty Snow. Lavender.
- *Minuet. Delicate lavender.
- Queen of Bremen.

- Mrs. Konynenburg. Light blue-violet.
- Pelegrina. Dark violet.

GLADIOLUS IN MIXTURE**Kunderd's "Glory" Strain**

Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cut-flowers.

Contains a good selection of Kunderd varieties with a large range of color.

PRICES ON APPLICATION

A. B. C. SUPREME QUALITY LILIES



The Regale Lily

LILUM TENUIFOLIUM

(So-called "Miniature Lilium Rubrum")

For under-glass culture, they can be planted in a Darwin Tulip bulb pan, set 4 inches deep and 3 inches apart, since they are a stem rooting type. They come into bloom in approximately 14 weeks. Also, owing to their slender stems and fine narrow foliage, *Lilium Tenuifolium* can be planted between Carnations right in the benches. Color, brilliant scarlet. Flowers outdoors in June, perfectly hardy.

Strong Blooming Bulbs. 100.....\$6.00 1,000.....\$55.00

LILY-OF-THE-VALLEY CLUMPS

For Outdoor Culture

A permanent investment for your "Garden Planter" customers.
Dozen.....\$3.00 100.....\$20.00

LILY-OF-THE-VALLEY PIPS

Because of the present unsettled European situation it is problematical if imports will arrive this year. However, if same become available we will extend this information in the trade papers in due course.

NEW CROP

LILUM REGALE (True Northern Grown)

	100	1,000		100	1,000
5 to 6 inch.....	\$ 4.50	\$40.00	8 to 9 inch.....	\$10.00	\$ 90.00
6 to 7 inch.....	6.00	50.00	9 to 10 inch.....	12.50	110.00
7 to 8 inch.....	8.00	70.00			

We control one of the largest stocks in this country

LILUM RUBRUM (Magnificum)

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 220	\$ 7.00	\$15.00	9 to 11 in.... 130	\$14.00	\$16.00
8 to 9 in.... 200	9.00	16.00	10 to 11 in.... 120	15.00	16.00
8 to 10 in.... 170	10.00	16.00	11 to 3 in.... 90	16.00
9 to 10 in.... 150	12.00	16.00			

LILUM SPECIOSUM ALBUM

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 220	\$13.00	\$26.00	8 to 10 in.... 170	\$18.00	\$27.00
8 to 9 in.... 200	15.00	27.00	9 to 10 in.... 150	19.00	28.00

LILUM AURATUM PLATYPHYLLUM

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 200	\$10.00	\$18.00	9 to 10 in.... 120	\$19.00	\$20.00
8 to 9 in.... 170	13.00	19.00	10 to 11 in.... 90	20.00
8 to 10 in.... 150	15.00	19.00			

LILUM AURATUM (Gold Banded)

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 200	\$ 8.00	\$15.00	9 to 10 in.... 120	\$15.00	\$16.00
8 to 9 in.... 170	10.00	16.00	10 to 11 in.... 90	16.00
8 to 10 in.... 150	12.00	16.00	11 to 13 in.... 80	16.00

LILUM TIGRINUM SPLENDENS (Single)

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 220	\$ 7.00	\$15.00	9 to 10 in.... 150	\$12.00	\$16.00
8 to 9 in.... 200	9.00	16.00	10 to 11 in.... 120	16.00
8 to 10 in.... 170	10.00	16.00	11 to 13 in.... 80	16.00

LILUM HENRYI

No. in Case	Per 100	Per Case	No. in Case	Per 100	Per Case
7 to 9 in.... 220	\$ 7.00	\$15.00	9 to 10 in.... 150	\$12.00	\$16.00
8 to 9 in.... 200	9.00	16.00	10 to 11 in.... 120	15.00	16.00

VARIOUS LILIES

Japanese, American and English Novelties

	Per 100 Bulbs	Per 100 Bulbs
Batemanniae. Salmon red...	\$12.00	
Canadense. Yellow.....	12.00	
Davuricum. Rich orange, flushed red and spotted black	14.00	
Elegans. Red.....	15.00	
Elegans. Orange.....	11.00	
Elegans Ogon. Golden yellow	11.00	
Hansoni. Bright orange-yellow		\$15.00
Krameri. Pin-flowered.....		11.00
Rubellum. Rose-pink with yellow anthers		11.00
Superbum. Orange-crimson..		10.00
Tenuifolium. Red.....		6.00
Tigrinum fl. pl. Double.....		12.00
Umbellatum Erectum. Red flushed orange		12.00

LILIES A. B. C. SUPREME QUALITY

Prices on Application



Lilium Giganteum A. B. C. "Supreme" Quality

LILY BULB SUPPLY

Due to the disturbed conditions in Japan, the crop of lily bulbs has been sharply diminished this year; likewise, production costs have advanced although not to any appreciable extent. It will therefore prove to the advantage of the buyer to arrange for needed supply in good season.

NOTE! If in the market for Lily Bulbs in volume please write us about your needs. Our strong position in the Lily field enables us to qualify this item to advantage.—A. B. C.

LILUM GIGANTEUM

New Crop

GIGANTEUM (Northern Grown)

Delivery October, November, December These

Per Prices Per
100 Void Case

6 to 8 in.—400 bulbs in case.....
7 to 9 in.—300 bulbs in case.....
8 to 10 in.—225 bulbs in case.....
9 to 10 in.—200 bulbs in case.....

GIGANTEUM Southern Grown

Delivery September, October, November

Per
100
Case

6 to 8 in.—400 bulbs in case.....
7 to 9 in.—300 bulbs in case.....
8 to 10 in.—225 bulbs in case.....
9 to 10 in.—200 bulbs in case.....

TRUE LILUM ERABU

New Crop

Delivery September-October

Our supplier in Japan ships us only a select strain of perfected Erabu that fills our high specifications for Supreme Quality stock. This strain of Erabu is of even size and is disease-free as a result of the careful selection of planting stock and because of its cultivation in new soil. Our customers have complimented us on the incomparably high quality of our Lilium Erabu.

Per 100 Per Case

6 to 8 inch—400 bulbs in case.....
7 to 9 inch—300 bulbs in case.....
8 to 10 inch—225 bulbs in case.....
9 to 10 inch—200 bulbs in case.....
10 to 11 inch—150 bulbs in case.....

LILUM ERABU HAYAI

New Crop

Delivery September

Lilium Erabu Hayai is an exclusive strain developed for The American Bulb Company, consistent with the leadership of A. B. C. Supreme Quality Lily bulbs. Growers of the thousands of cases that were sold by us this past season have been well satisfied with Hayai and have recommended them most highly for their extreme earliness of bloom. Our good growers have given us their cultural methods so that we could pass this information on for the benefit of our customers this season. We recommend that you try this outstanding new strain.

Per 100 Per Case

6 to 8 inch—400 bulbs in case.....
7 to 9 inch—300 bulbs in case.....
8 to 10 inch—225 bulbs in case.....
9 to 10 inch—200 bulbs in case.....
10 to 11 inch—150 bulbs in case.....

Note: We would be pleased to quote on volume orders on request.

PLANTING TABLE FOR COLD STORAGE LILUM GIGANTEUM AND FLOWERING DATES

Planting Date	Flowering Date	Planting Date	Flowering Date
January 1st	April 15th to 25th	May 15th	August 20th
January 15th	April 25th to May 5th	June 1st	September 1st
February 1st	May 15th to 30th	June 15th	September 15th
February 15th	June 1st to 10th	July 1st	October 1st
March 1st	June 10th to 30th	July 15th	October 15th
March 15th	July 1st to 10th	August 1st	November 1st
April 1st	July 15th to 30th	September 1st	November 25th
April 15th	August 1st	September 15th	December 15th to 25th
May 1st	August 10th	October 1st	January 1st to 10th

Lilium Speciosum Rubrum "Magnificum" planted on the above named dates will take six to eight weeks longer to flower than Lilium Giganteum.

Lilium Rubrum "Magnificum" should be planted June 15th to July 1st to flower for Christmas.

The above, however, are all approximate flowering dates. If extremely warm weather exists meantime they may flower a month earlier.

CHICAGO AMERICAN BULB COMPANY NEW YORK